

Employee Communications

2024

Research Findings
presented by
Global Strategy Group

Introduction

EMPLOYEE
COMMUNICATIONS
2024

COVID-19 was one of the biggest workplace disruptors in history, with lasting consequences for how we work and how we think about work.

Companies needed to communicate more directly and consistently with their employees, a focus which intensified as remote work, hybrid work, and return-to-office entered our lexicon – then evolving into the Great Resignation, quiet quitting, and corporate layoffs.

With all of this change, we wanted to know what employees think, including:

- Are employees happy at work? With the communications they receive? With the training and growth opportunities they have?
- Do employees at large organizations feel differently than their counterparts at small businesses?
- What issues do employees want to hear about from their employers – and are societal issues a part of that mix?

GSG asked more than 1,000 workers nationwide what they think, and our findings reveal what employees value in their work experience and how effective communication plays a crucial role in shaping their perceptions in the ever-changing workplace.



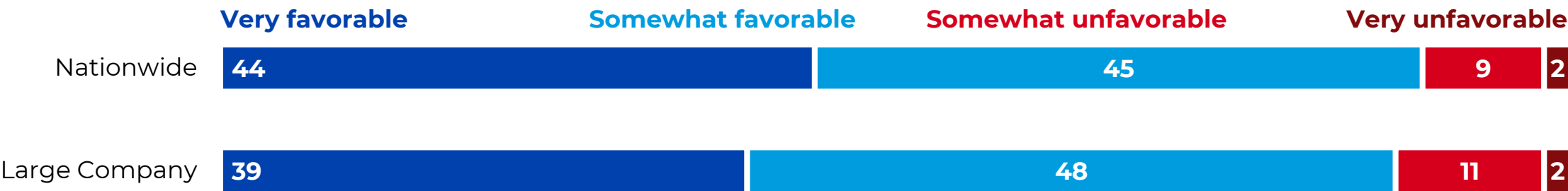
- 1** Workers are **happy overall with their work situation**, though employees of large companies show slightly more evidence of discontent.
- 2** **More is better** when it comes to communicating with employees – especially from those who manage them directly.
- 3** There is evidence of **some ESG and DEI fatigue** among employees, driven by a strong partisan divide.
- 4** It remains important for companies to **speak out on issues directly impacting employees** more than general social issues.
- 5** Workers are in favor and would **take advantage of more employer-offered training programs**, especially those in emerging skills like AI.
- 6** There **aren't large differences in sentiment between remote and in-person workers** on many key metrics.

SECTION 1

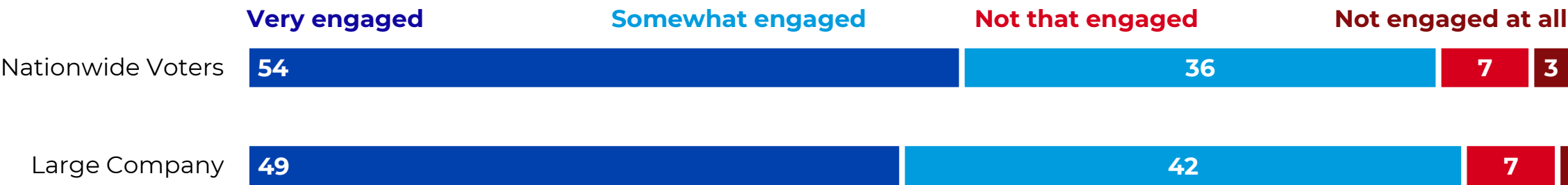
Landscape

A majority are satisfied with their jobs – they’re happy with their employers and engaged in their work.

Do you have a favorable or unfavorable opinion of your employer?

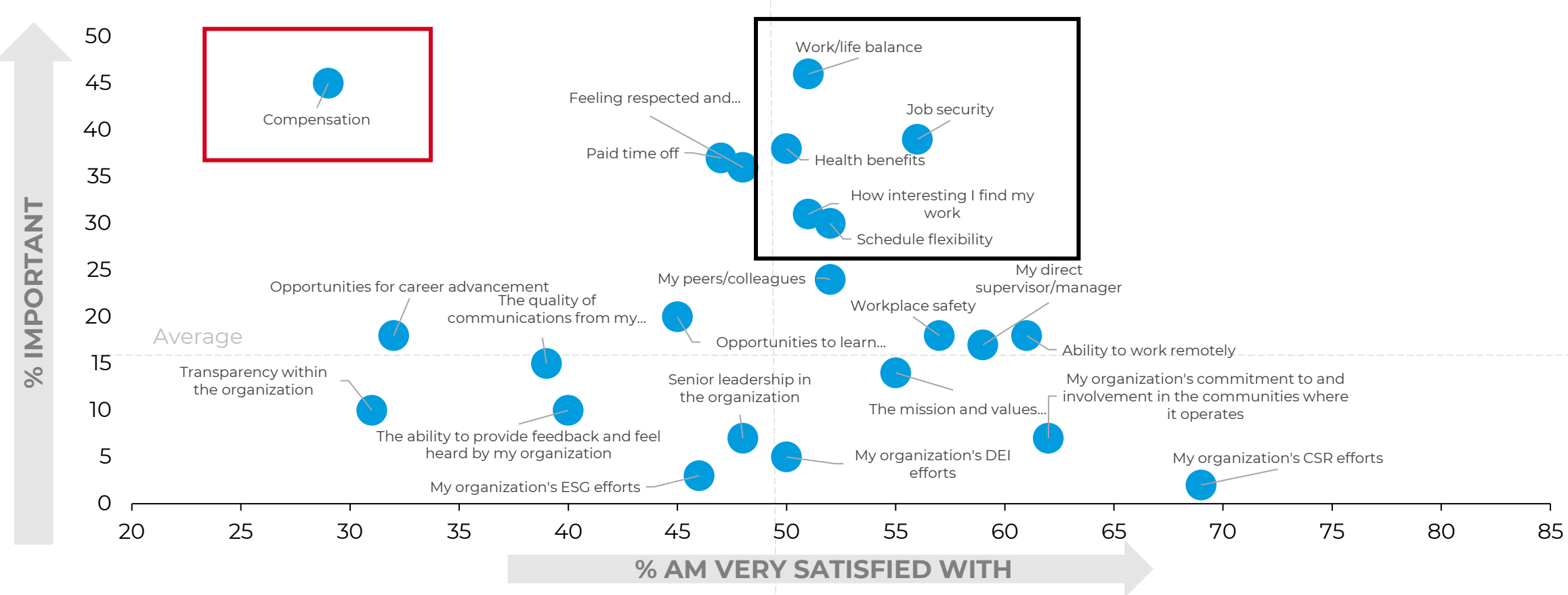


How engaged do you feel in your work?



Compensation and work/life balance are the two most important factors in determining job satisfaction. Employees are far less likely to be happy with their compensation.

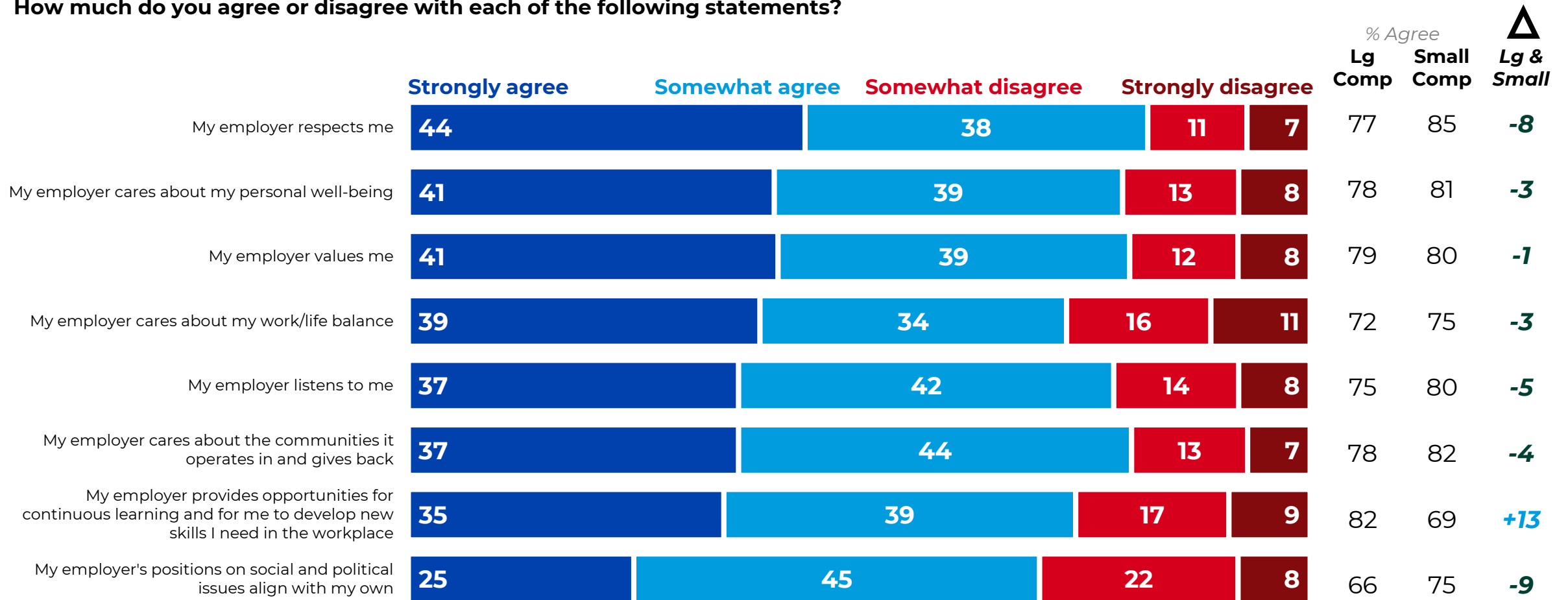
Factors of Employment – Important Having vs. Am Currently Very Satisfied With



Though most feel their employers care about them, this is slightly less true for employees of larger companies.

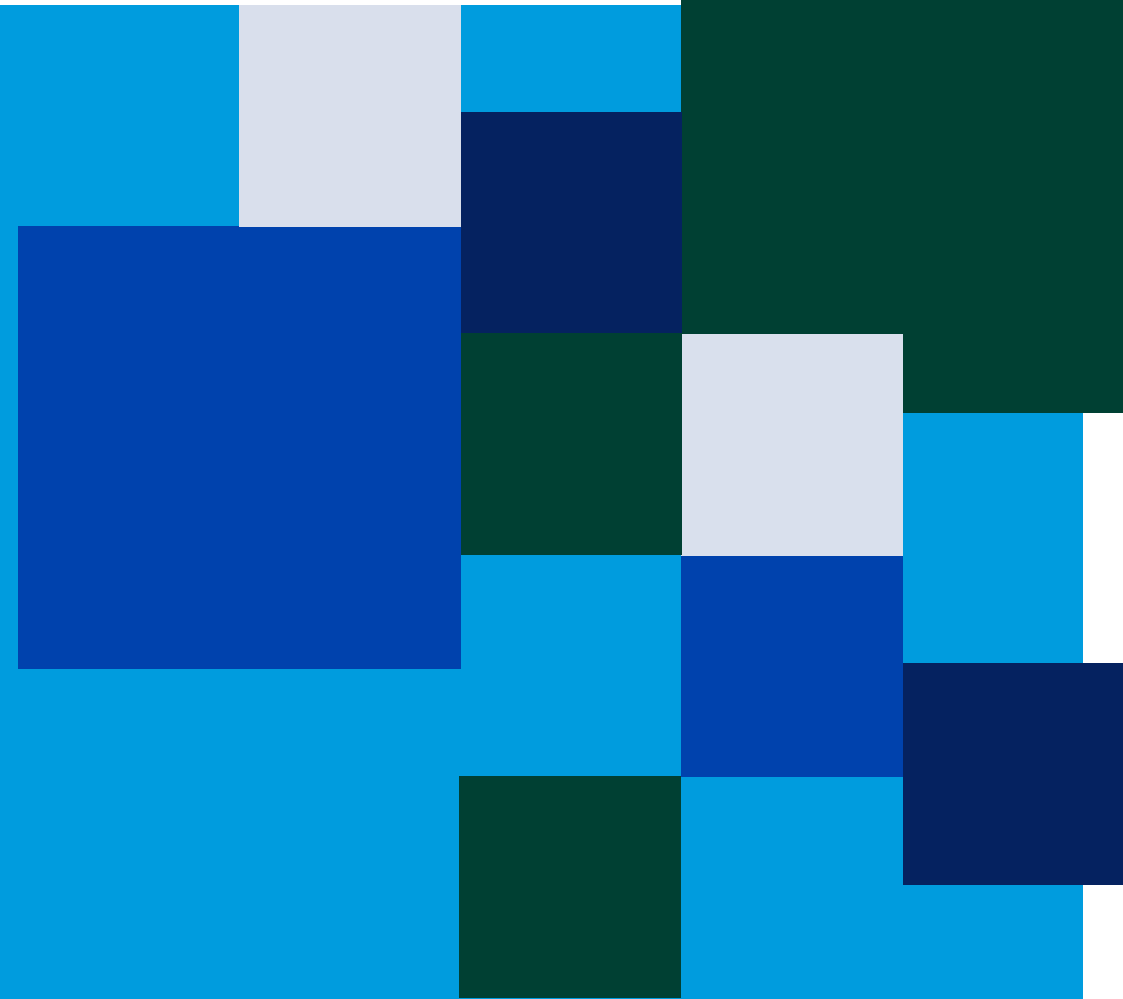
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How much do you agree or disagree with each of the following statements?



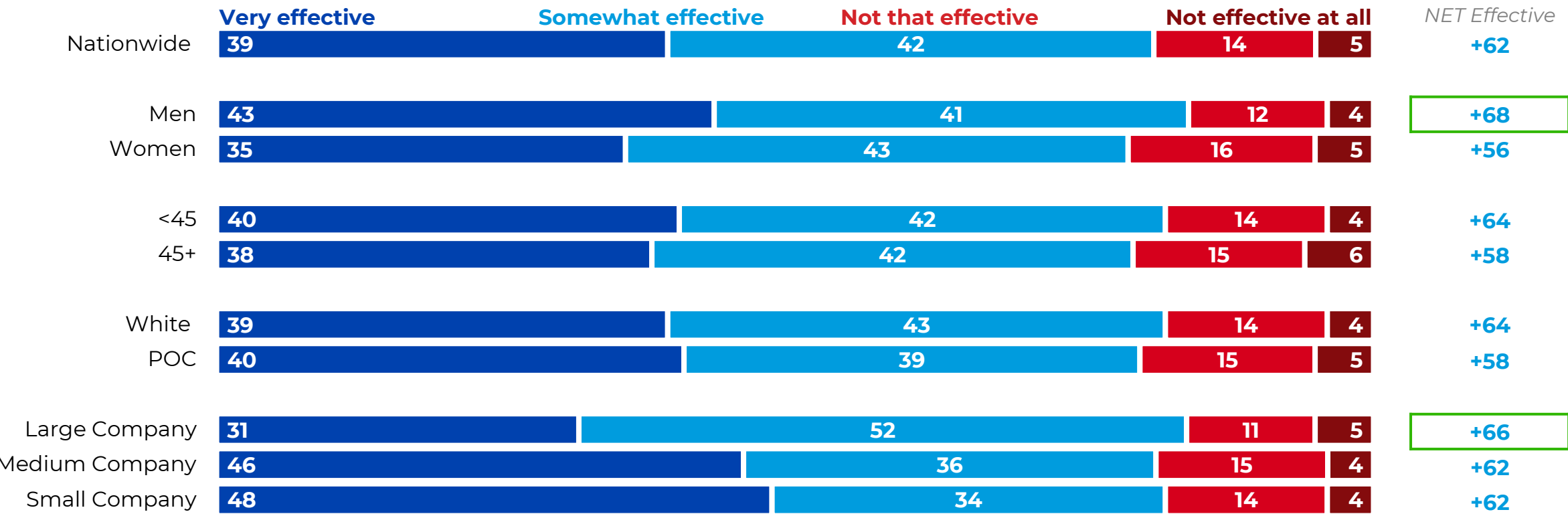
SECTION 2

Employee Communications



Employees, particularly at small and mid-sized companies, believe their employers are effective at communicating with employees like them.

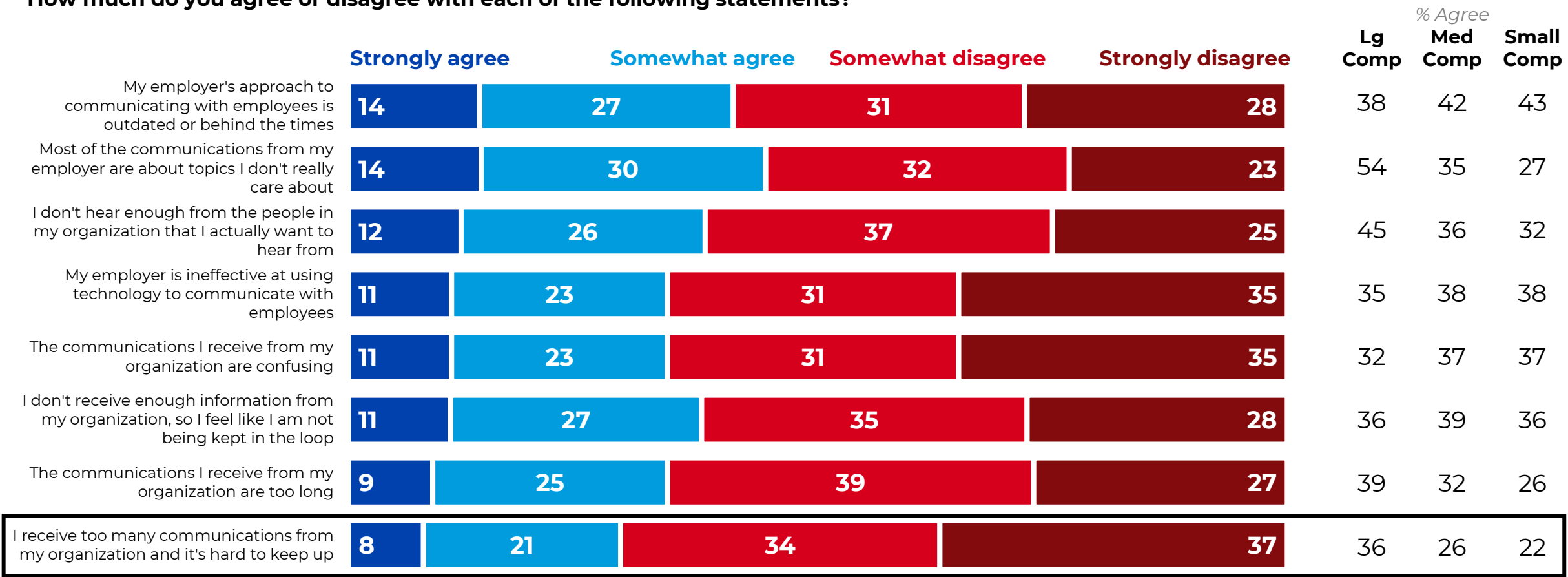
How effective do you think your employer is at communicating with employees?



Few say they are hearing enough (or too much) from their employer, and some think their employers communication approach is outdated.

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How much do you agree or disagree with each of the following statements?



Employees are hearing the most from their direct managers – which is exactly how they think it should be

Which would you say you hear the most from in your workplace?



Which would you say you most want to hear from in your workplace?



SECTION 3

ESG, DEI, and the Workplace

Regardless of race or gender, employees are satisfied with their companies' approach to encouraging diversity

How would you evaluate the job your company is doing elevating women and men equally into leadership roles?



How would you evaluate the job your company is doing on advancing diversity, equity, and inclusion in the workplace?

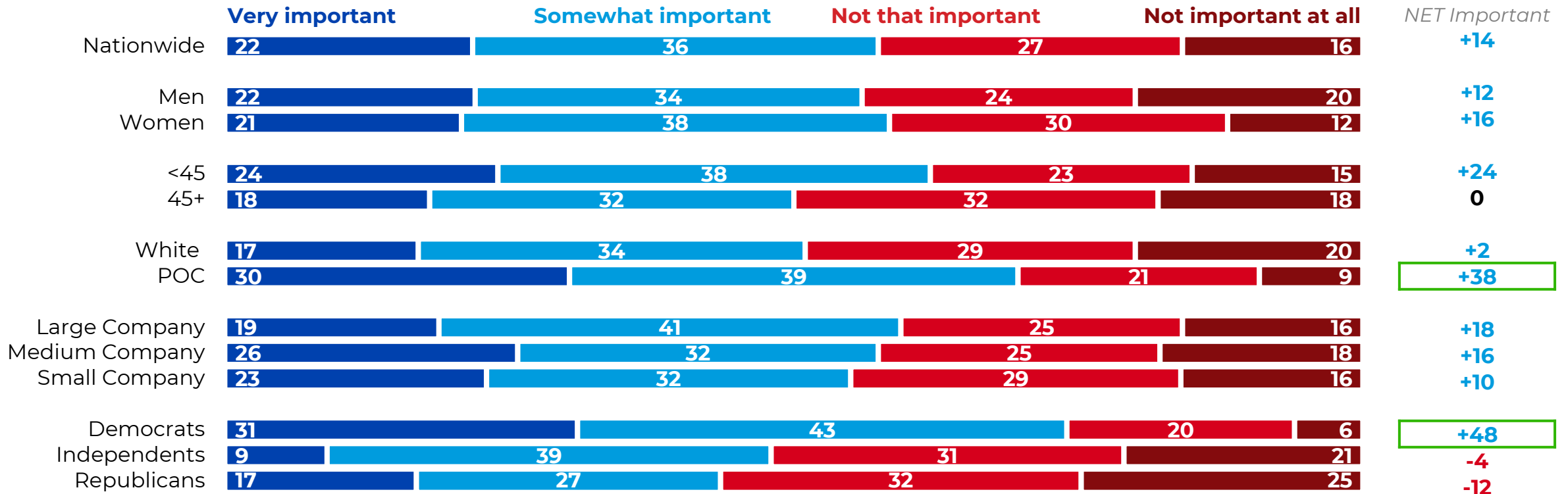


Key Contextual Insight: The vast majority (83%) are at least somewhat familiar with the term Diversity, Equity, and Inclusion (DEI).

Younger employees, people of color, and Democrats tend to feel much more strongly about companies taking a public stand on issues

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How important is it to you that companies take a public stand on social or political issues?

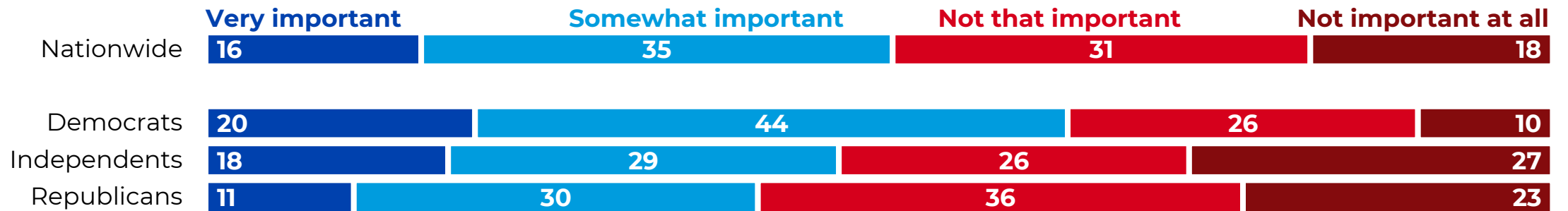


Key Contextual Insight: While they are most familiar with DEI, employees are also somewhat familiar with the terms Corporate Social Responsibility (CSR) (64% familiar) and Environmental, Social, and Governance (ESG) (54%).

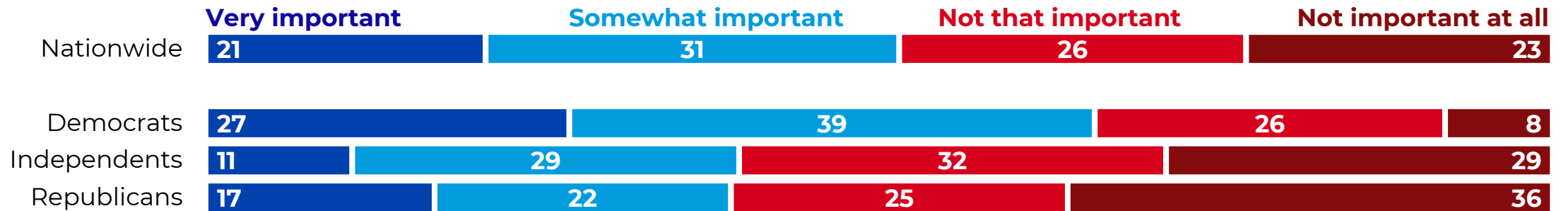
There is a sharp partisan divide on whether employers should communicate on social issues, and independents tend to agree that employers should stay out of it

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How important is it to you that your employer specifically takes a public stand on social or political issues?



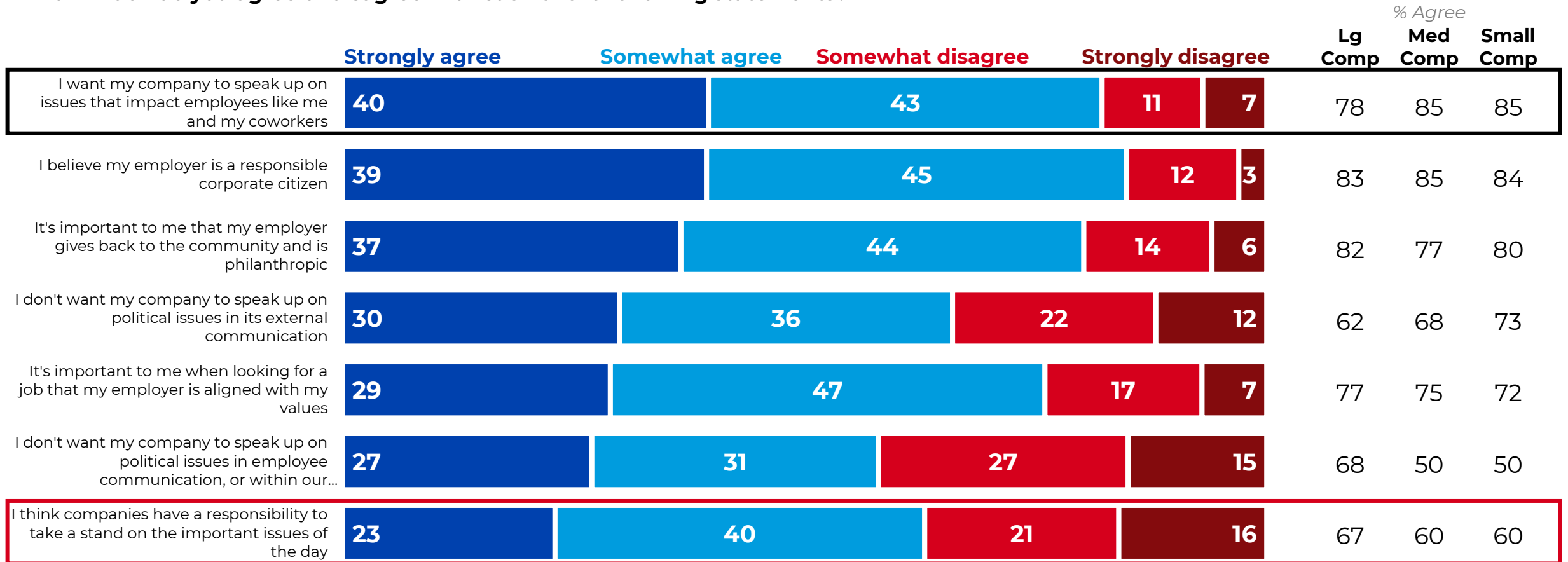
How important is it to you that your employer takes a stand on social or political issues when communicating with employees?



Employees would rather their companies speak up on issues that impact them rather than take a stand on societal issues in general

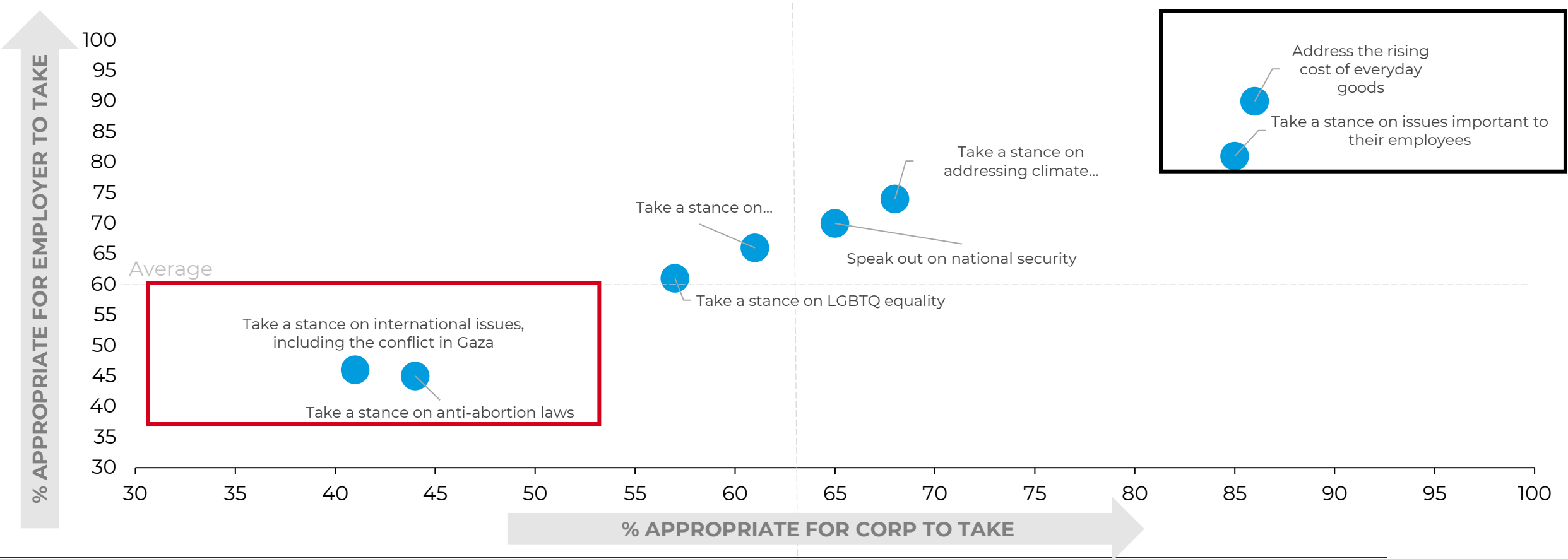
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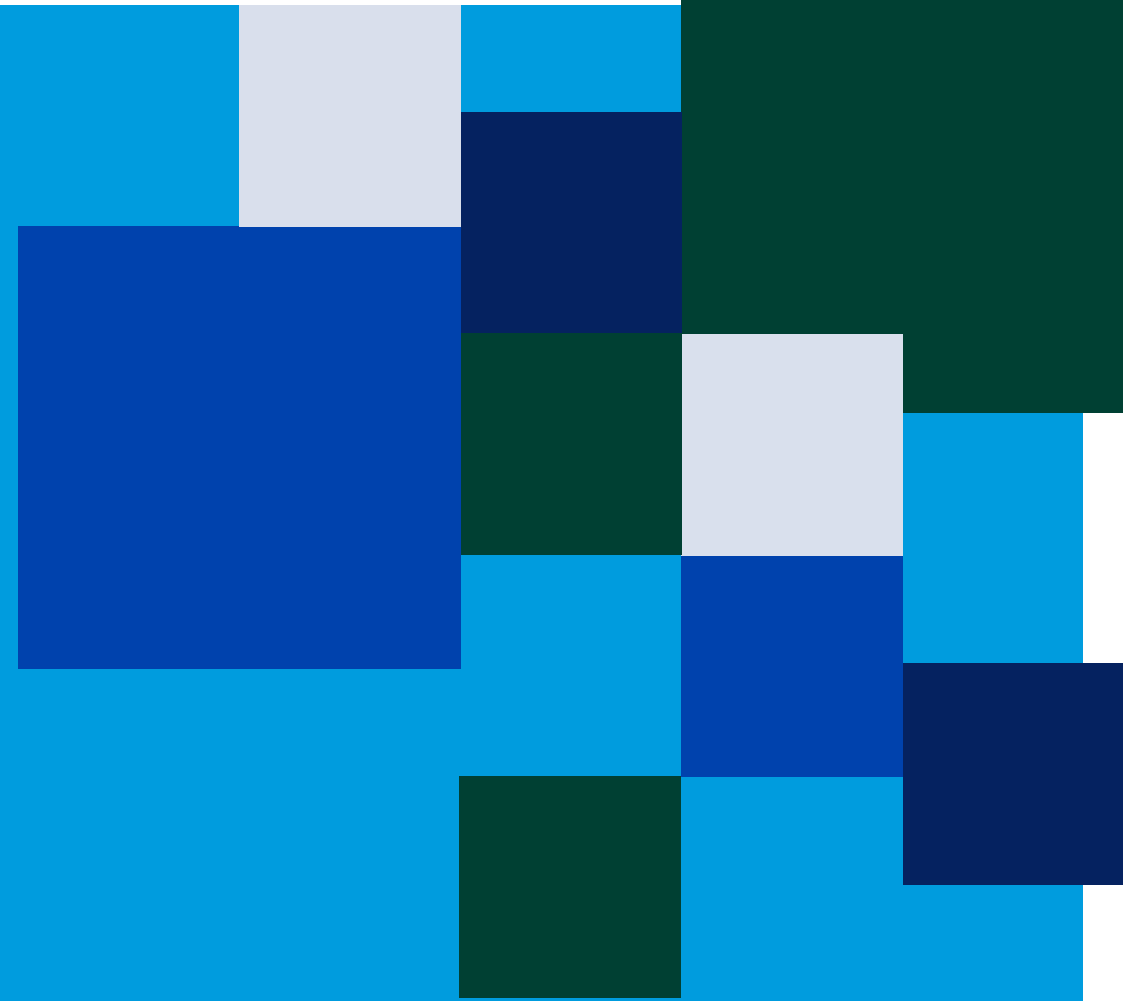


Employees are most ready to hear companies, including their employers, address the rising cost of goods and take a stance on issues that are important to their employees

Actions on National Issues – Appropriate for Corporation Generally vs. Appropriate for Employer Specifically



Professional and Workforce Development

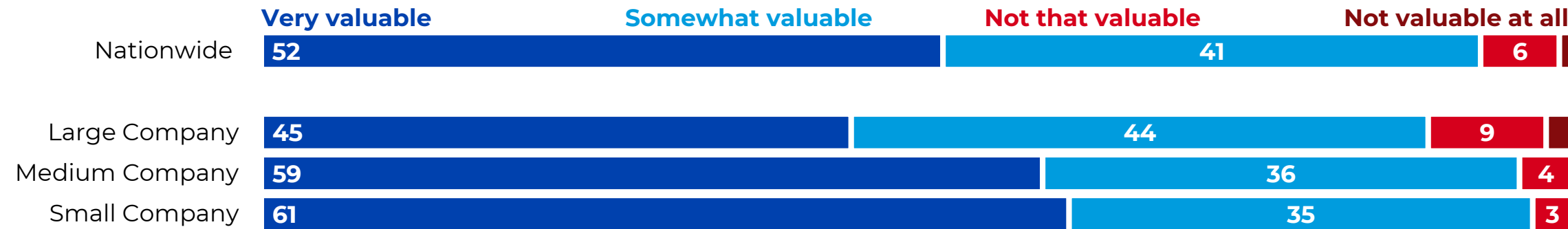


Out of those who benefit from employer-offered training programs, nearly all find them valuable to career development

Does your employer offer training programs or continuous learning opportunities in the workplace for yourself and other employees to learn new skills?

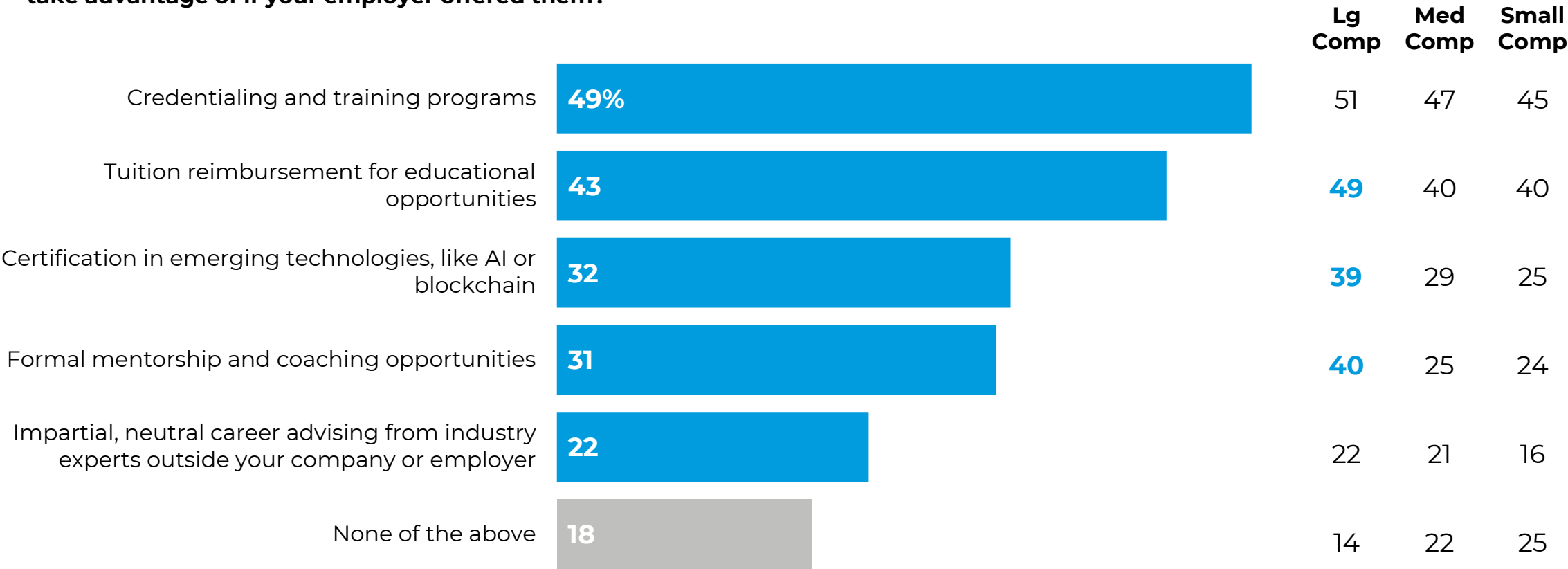


[IF YES] How valuable do you find these programs to be to your personal career development?



Credentialing and training programs are the most sought-after development opportunities, followed by tuition reimbursement

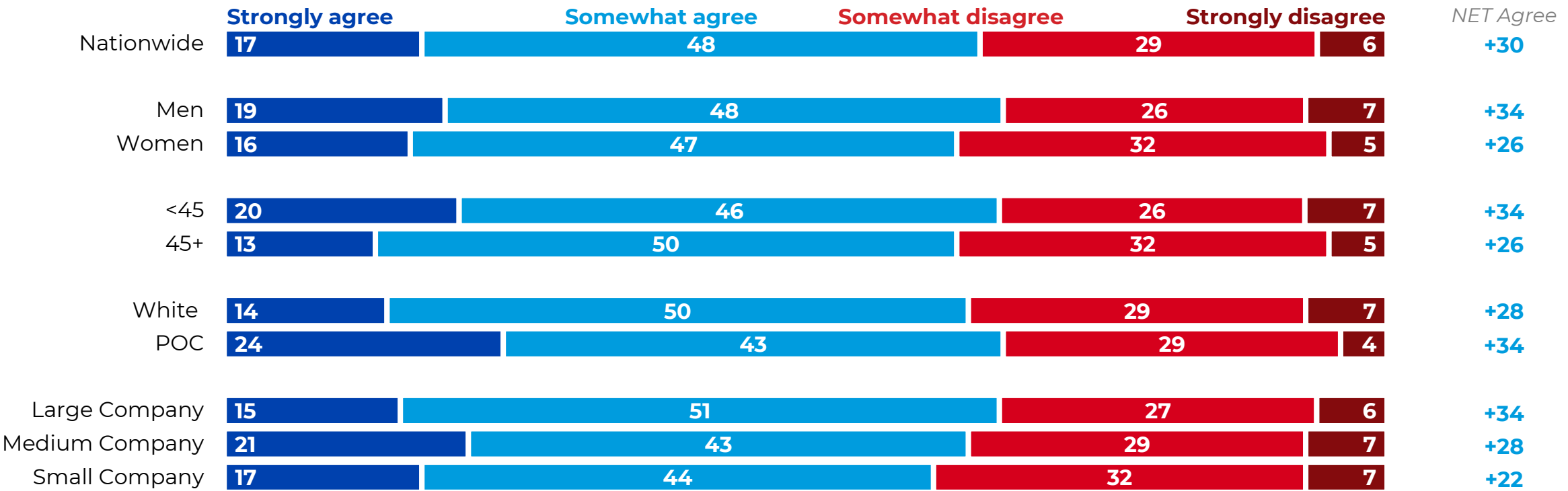
Which of the following workforce development and career advancement opportunities would you take advantage of if your employer offered them?

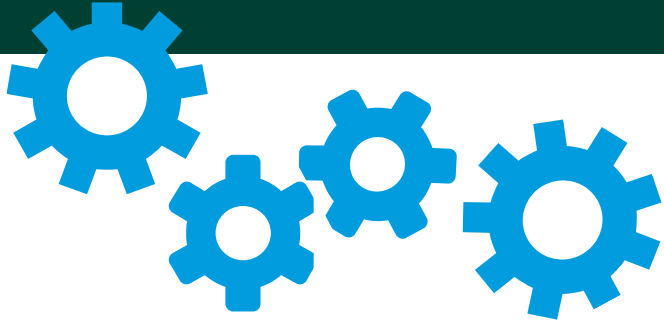


Employees mostly believe employers are offering enough tech-based upskilling, but agreement is somewhat soft and there is room for more to be done

How much do you agree or disagree with the following statement:

Employers in America today are currently creating enough opportunities for workers to upskill in fields that will hold the jobs of the future (i.e. clean tech, energy, robotics, AI)





Global Strategy Group conducted an online survey between **July 2-8, 2024** among:

- **1,036 Nationwide Registered Voters**
- **An oversample of 573 Full-Time Employees at a Large Company**

Margin of error

The margin of error at the 95% confidence level is +/- 3.0% for our nationwide sample.

The margin of error on sub-samples is greater.

The margin of error for the employee sample is +/- 4.1%.